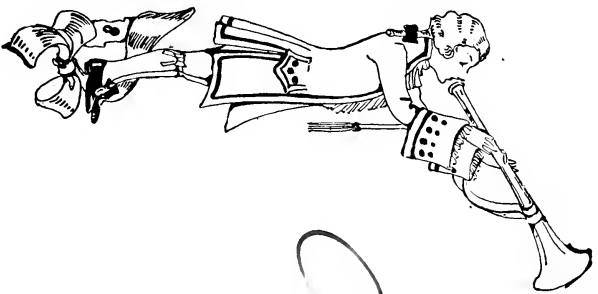


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**Blowing our own horn  
helps YOU!**



Chas. E. F. Gendron  
1825 No. Capital St.,

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RENDERS NEW CUSTOMERS

# WE MUST HAVE MORE CUSTOMERS

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Hundreds are rushing into the Bulb, Plant and Flower-Growing "Game."

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Easy to Grow—Not So Easy for New-Comers to Sell in Quantity.

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Millions of Gardens Without Gladioli, Iris, Peonies, Dahlias, Etc.

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*Let Us Co-Operate in Introducing Our Beautiful Flowers!*

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July 15, 1923.

To Gladiolus, Iris, Peony, Dahlia and Bulb Growers—Plantmen, Seedsmen, Nurserymen, Implement and Fertilizer Dealers, Etc.:

Some time in September we publish in book form the Gladiolus Manual that has been running serially for many months in "The Gladiolus Bulletin," adding thereto Cultural Directions for the Iris, Peony, Rose and Dahlia, with Classified Directories of Dealers offering things needed by Flower Growers. (See Titlepage and Summary of Contents.)

This book—designed principally for propaganda purposes and not for profit—largely will be sold through canvassers in Rural Districts all over the country where new customers are so much needed; also will be advertised in Garden and Flower Magazines and reach many flower-lovers.

With your assistance, it will be sold at about cost—in one sense it will be given away, as we include a Refunding Coupon entitling purchaser to a free bulb of one of the varieties of Gladiolus we are introducing (Beaconflame 50c, Beacon-White \$1, etc.) with first order sent us for "Glads."

As it is the only up-to-date work on the Gladiolus, we expect to sell many copies to Libraries, Schools, Societies, etc., where each book will be consulted by hundreds of readers.

Whatever your line, you readily can see the advantage of being listed in one or more of these Classified Directories, also in having a permanent Advertisement in a work that will be kept and constantly consulted.

**FROM**

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**J. L. VONDEL  
Gladiacre Gardens  
SHARON,  
MASS.**

***For* BOOKLETS, CATALOGUES, PRICE LISTS,  
ORDER BLANKS, ETC., ETC.**

***We recommend***

**BLANCHARD LINOTYPING COMPANY**

**46 Portland Street, Boston, Mass.**

## 15% DISCOUNT ON ADS

Wishing to keep his help employed during the dull season our printer offers us a Special Low Rate. To take advantage of this we must have your COPY RIGHT AWAY!

*On all Advertisements Mailed not over Ten  
Days from Date we will allow 15% Discount*

**GET BUSY!**

**J. L. VONDEL, Gladiacre Gardens, - Sharon. Mass.**

Jul 27 1923

Advertisements should be general—giving Specialties, etc., and not giving prices on varieties that are liable to become much lower when widely disseminated. (See sample Ads. and Rates.)

Ads. with attractive cuts (of new varieties, etc.,) especially desired.

Co-operatively Yours,

J. L. VONDEL

Member National Horticultural Society  
American Gladiolus Society  
N. E. Gladiolus Society

P. S.—Good Cuts of Choice Varieties thankfully received and full credit given and descriptions printed—really a **Free Advertisement** for you.

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# “THE GLORIOUS GLADIOLUS”

## SUMMARY OF CONTENTS

### PART I.

#### HISTORY AND DEVELOPMENT

- CHAP. I.—Botany of the Gladiolus  
CHAP. II.—The “Lily” of the Bible  
CHAP. III.—Fabled Origin of the Gladiolus  
CHAP. IV.—Corn Flags in English Gardens  
CHAP. V.—Evolution of the Modern Gladiolus  
CHAP. VI.—The Original Gandavensis  
CHAP. VII.—Lemoinei, Nanceianus, Childsii  
CHAP. VIII.—Primulinus—“Maid of the Mist”  
CHAP. IX.—\*Gladiolus in America  
CHAP. X.—Gladiolus at Home and Abroad  
\* We have followed the style of Crocus and used “Gladiolus” for plural.

### PART II.

#### GROWING GLORIOUS GLADIOLUS

- CHAP. I.—Soil and Fertilization  
CHAP. II.—How and When to Plant  
CHAP. III.—Cultivation  
CHAP. IV.—Modern Gladiolus Blossoms  
CHAP. V.—Cutting Glorious “Glads”  
CHAP. VI.—Harvesting and Storage  
CHAP. VII.—Commercial “Glad” Growing

- CHAP. VIII.—Forcing  
CHAP. IX.—Hybridizing  
CHAP. X.—Seeds and Seedlings  
CHAP. XI.—Societies and Exhibiting  
CHAP. XII.—Diseases and Insects  
“Glad” Advertisements  
Blank Pages for Field Use, Memoranda, Etc.  
Directory of Gladiolus Growers

### PART III.

- Essentials of Iris Culture—Directory of Growers—Blank Memoranda Pages—Advertisements  
Essentials of Peony Culture—Directory, Memoranda, Ads.  
Essentials of Dahlia Culture—Directory, Memoranda, Ads.  
Essentials of Rose Culture—Directory, Memoranda, Ads.  
Miscellaneous Classified Directories and Advertisements

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Written in Understandable English and contains Instructive and Interesting Illustrations.

NOTE—It is only with your assistance that we are enabled to put out such a work at a price that will permit general sale to “boost” amateur flower growing.

Size of Book, 6x9 in.—Flexible Covers.





## DIRECTORY RATES—First 2500 Copies

You cannot afford to remain out of our Classified Directories.

Address in one Directory (and free copy of book) ..	In other Directories (any Classification desired), ea.,
\$2.00	\$1.00

(Sample—under IRIS, Arranged by States)

Mrs. W. E. CLARK, Sunnyside Gardens, Sharon, Mass.

(Sample—under GLADIOLUS, Arranged by States)

B. & A. NORLEY, 64 Bradford Ave., Roslindale, Mass.

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(K. Glory x White Lady)

Best, Most Vigorous and Prolific  
White "Glad." Destined to be  
Grown by the Million for Cutting.  
Send for Prices.

Originated by Wilbur A. Christy;  
introduced by

J. L. VONDEL

Gladiacre Gardens, Sharon, Mass.

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**STOP WASTE—**Readers will be urged to consult Directories and ask  
Nearest Dealers for Catalogues, Prices, etc.

Last winter we purchased, in California, at Wholesale, a quantity of a fine Gladiolus variety, and sold most of it to Retail customers (who answered our Ads.) who lived next door, as it were, to the originator. As we paid the Parcel Post, shipping so far took away the profits.

If they had purchased of a Nearby Grower excessive transportation charges would have been saved, and he would have given them larger bulbs for their money.

**Moral:** Get into our Directory lists and Grab the Trade of your Own Section. Think it over!



## ORDER BLANK

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**J. L. VONDEL, Sharon, Mass.:**

Enclosed find Money Order, Check, for \$

Enter following Address in Classified Directory (entitling  
me to free copy of Book).

Classification (First at \$2.00).

(Gladiolus, Iris, Peony, Dahlia, Rose Growers; Seedsmen, Plantmen,  
Nurserymen, Fertilizer Dealers, Implement Mfgs., Etc.)

Other Directories (\$1.00 each)    -   -   -   \$

## ADVERTISEMENT

(Full Page, \$30.00; Half, \$17.00; Quarter, \$10.50; Eighth, \$6.00)

With Book and insertion in one Directory

.....Page    -   -   -   -   -   -   -   \$

.....Copies of "The Glorious Gladiolus" (at \$1.00 per copy) \$. .....

(Signed)

NOTE—If desired, Checks may be made payable Sept. 1; but Send Order  
and Copy as Soon as Possible. *Terms Cash before insertion.*

*References:* N. E. Trust Co., Boston, Mass.; Sharon Co-operative  
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*Essentials of Culture*

Rose Iris Peony Dahlia

*Directory of*

Growers Seedsmen Plantmen Nurserymen

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*Manual with Refund Coupon*

ONE DOLLAR

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J. L. VONDEL, SHARON, MASS.

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